



New Pride for Downtown

Vital cities of any size owe their success to good public places. And most successful places have smaller, more intimate places within them. A popular riverfront park, for example, might host a playground, a fishing pier, a refreshment stand, picnic tables, a trail, a fountain, a historical display and more. And in each of these spots, there should be a number of things to do, which can range from big productions like watching a concert to simple pleasures like taking a walk or watching kayakers on the river. Taken all together, these activities, places and destinations add up to an exciting city.

Public spaces in Rochester could be the source of the city's greatest potential. On November 9th, 2005 the City of Rochester, the Rochester Downtown Alliance, and Project for Public Spaces, Inc. conducted a Placemaking workshop to tap the ample energy and vision of Rochester citizens about how to create more vibrant public spaces in the downtown area. As part of the workshop, 30 key downtown stakeholders were asked to pick the most important places in Rochester, both downtown and in the larger metropolitan area.

The places they identified were announced and a lively discussion ensued about their positive and negative attributes. Interestingly many of the top places people picked were near what could become the First Street Promenade and other downtown spaces around which the workshop was being organized: Peace Plaza, the Chateau Theater (Barnes & Noble), the Gonda Atrium and garden (second floor), the Galleria Mall, and Annenberg Plaza. Many others were nearby: the Mayo Civic Center and Park, Mayo Park and Field, the Rochester Public Library, the Art Center and Central Park.

First Street Promenade could become the pride of Rochester. With Peace Plaza and Annenberg Plaza it could function as a town square for the community, a place with activities that will draw people downtown. The promenade would not only become an attraction itself, but would connect a number of Rochester's best places in a way that become more than the sum of the parts.

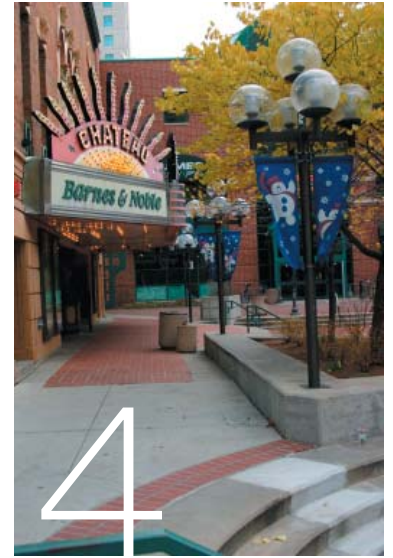


Mayo Civic Center

Peace Plaza



Mayo Park



Chateau Theatre

Rochester Public Library



Gonda Atrium and Garden
Annenberg Plaza



Galleria Mall



Michael's Restaurant



Art Center

First Street Promenade, Rochester 7